

07 CV 10720

JUDGE SULLIVAN

Neil M. Zipkin (NZ 4718)  
 Holly Pekowsky (HP 5034)  
 AMSTER, ROTHSTEIN & EBENSTEIN LLP  
 90 Park Avenue  
 New York, NY 10016  
 Tel: (212) 336-8000  
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ATTORNEYS FOR PLAINTIFF  
 Delta Enterprise Corp.



**UNITED STATES DISTRICT COURT  
 FOR THE SOUTHERN DISTRICT OF NEW YORK**

-----X		
DELTA ENTERPRISE CORP.,	:	
	:	
Plaintiff,	:	Civil Action No.
	:	
v.	:	
	:	
DOREL JUVENILE GROUP, INC.,	:	
	:	
Defendant.	:	
-----X		

**COMPLAINT FOR DECLARATORY JUDGMENT**

Plaintiff Delta Enterprise Corp. ("Delta Enterprise"), by its attorneys Amster, Rothstein & Ebenstein LLP, for its complaint seeking declaratory relief against defendant Dorel Juvenile Group, Inc. ("DJG") alleges as follows:

1. This is an action in which Delta Enterprise seeks a declaratory judgment, pursuant to 28 U.S.C. §§ 2201, 2202, adjudging and declaring that Delta Enterprise's use, in New York State and throughout the United States, of the Accused Strollers, as hereinafter defined, does not violate any proprietary rights belonging to DJG.

### **THE PARTIES**

2. Plaintiff Delta Enterprise is a New York corporation having an office and doing business at 114 West 26th Street, New York New York 10001.

3. Upon information and belief, Defendant DJG is a corporation organized and existing under the laws of Massachusetts, having an office and doing business at 45 Dan Road, Canton Commerce Center, Canton Massachusetts 02021.

### **JURISDICTION AND VENUE**

4. This Court has subject matter jurisdiction over the action pursuant to 15 U.S.C. § 1121; 28 U.S.C. §§ 1331, 1338(a), as the matter in controversy involves claims pertaining to asserted trade dress.

5. Upon information and belief, Defendant DJG is doing business in the State of New York, has transacted business relating to the subject matter of the claims asserted herein in the State of New York, has committed some or all of the acts complained of herein in the State of New York, has authorized the sending of two letters claiming trade dress infringement to Delta Enterprise in the State of New York, and is subject to personal jurisdiction in the United States District Court for the Southern District of New York.

6. Venue is proper in this district pursuant to 28 U.S.C. §§ 1391(b), 1391(c).

### **FACTS**

#### **Delta Enterprise**

7. Delta Enterprise is a well known manufacturer and seller of a wide range of baby and children's products, including cribs, bassinets, changing tables, toddler beds, and baby strollers.

8. Delta Enterprise has been in business for over 40 years.

9. In or about 2006, Delta Enterprise began selling a line of strollers under the designations “Buggy 400 Stroller” and “Buggy 300 Stroller” (collectively, the “Accused Strollers”). True and correct photographs of the Accused Strollers are annexed hereto as Exhibit 1.

**DJG**

10. Upon information and belief, DJG is engaged in the business of manufacturing and distributing children’s products, including car seats and strollers.

**DJG’s Cease and Desist Letter**

11. On or about October 8, 2007, Delta Enterprise received a cease and desist letter from counsel for DJG in which DJG accused Delta Enterprise of infringing the trade dress of DJG’s QUINNY ZAPP, QUINNY BUZZ and FORAY strollers (“DJG’s Strollers”). The letter demanded that Delta Enterprise “immediately remove [the Accused Strollers] from the market, and . . . agree not to sell strollers which so closely resemble our client’s trade dress.” The letter ended by stating “Please do not underestimate the seriousness of this matter. We expect your response within 10 days.” A true and correct copy of the October 8, 2007 letter is attached as Exhibit 2.

12. On or about October 18, 2007, counsel for Delta Enterprise wrote to counsel for DJG, asking for articulation of the specific trade dress claimed by DJG in its strollers, and advising counsel of the difficult standards a plaintiff must meet in order to be entitled to trade dress protection. A true and correct copy of the October 18 letter is annexed hereto as Exhibit 3.

13. By letter dated November 6, 2007, counsel for DJG claimed trade dress in the “overall look and feel” of DJG’s Strollers, and argued “in particular, the frames are virtually identical.” DJG’s counsel reiterated its demand that Delta Enterprise “immediately remove the [Accused Strollers] from the market.” A true and correct copy of the November 6 letter is annexed hereto as Exhibit 4.

14. As a result of the chain of events set forth above, and most importantly, the October 8 and November 6, 2007 letters, DJG has created a substantial and continuing justiciable controversy as to DJG’s right to threaten and maintain suit against Delta Enterprise for trade dress infringement and related causes of action relating to DJG’s Strollers (“DJG’s Purported Trade Dress”). Delta Enterprise has a reasonable apprehension and fear that litigation will be commenced against it by DJG in connection with the Accused Strollers.

**DJG’S Strollers Are Not Entitled To Trade Dress Protection**

15. Upon information and belief, DJG’s Strollers are not entitled to trade dress protection because DJG will be unable to meet its burden to show that DJG’s Purported Trade Dress is non-functional. Specifically, upon information and belief, DJG’s Purported Trade Dress is functional because it is essential to the use or purpose of DJG’s Strollers and/or affects the cost or quality of the strollers.

16. Upon information and belief, DJG’s Purported Trade Dress is also functional because it relates to the manner in which the stroller supports the child and/or enables the stroller to fold easily and safely into a compact folded orientation and the trade dress is an aesthetic feature, and DJG’s right to use the trade dress exclusively would put competitors at a significant non-reputation-related disadvantage.

17. Upon information and belief, DJG's Strollers are not entitled to trade dress protection because DJG's Purported Trade Dress lacks the secondary meaning required for protection of designs, such as a stroller, which consist of a product configuration. In particular, upon information and belief, DJG will be unable to establish that, in the minds of the public, the primary significance of DJG's Purported Trade Dress is to identify the source of the strollers rather than the strollers themselves.

18. Further, upon information and belief, DJG's Purported Trade Dress lacks secondary meaning because the trade dress is a common stroller design put on the market by other sellers. True and accurate representative examples of third party strollers incorporating this common design are annexed hereto as Exhibit 5.

19. Upon information and belief, DJG's Purported Trade Dress is not entitled to protection because it is composed entirely of commonly used elements (*see, e.g.,* Exh. 5), and is therefore generic.

20. Upon information and belief, DJG's Strollers are not entitled to trade dress protection because DJG has not identified the discrete elements of its Purported Trade Dress and instead, has only provided a vague and broad definition of its Purported Trade Dress.

#### **There is No Likelihood of Confusion**

21. Upon information and belief, even if DJG's Strollers are entitled to trade dress protection, there is no likelihood of confusion between DJG's Strollers and the Accused Strollers, since, among things, the Purported Trade Dress is weak due to third party use of similar designs (*see* Exhibit 5).

**COUNT I**

22. Delta Enterprise repeats and realleges the preceding paragraphs as if fully set forth in this paragraph.

23. Delta Enterprise's first claim is for a declaratory judgment under 28 U.S.C. §§ 2201, 2202. An actual controversy exists with respect to DJG's claimed rights under 15 U.S.C. § 1125(a) of the Trademark Act and Delta Enterprise's right to manufacture and sell the Accused Strollers.

24. DJG's Strollers are not entitled to trade dress protection under Section 43(a) of the Trademark Act.

**COUNT II**

25. Delta Enterprise repeats and realleges the preceding paragraphs as if fully set forth in this paragraph.

26. Delta Enterprise's second claim is for a declaratory judgment under 28 U.S.C. §§ 2201, 2202. An actual controversy exists with respect to DJG's claimed rights under § 43(a) of the Trademark Act, 15 U.S.C. § 1125(a) and Delta Enterprise's right to manufacture and sell the Accused Strollers.

27. The Accused Strollers do not and will not infringe DJG's Strollers since there is no likelihood of confusion between DJG's Strollers and the Accused Strollers.

**PRAYER FOR RELIEF**

WHEREFORE, Delta Enterprise prays for judgment as follows:

I. A judicial declaration by this Court that Delta Enterprise is entitled to continue to manufacture and sell the Accused Strollers and that the Accused Strollers do not violate any proprietary rights belonging to DJG.

II. An injunction restraining and enjoining DJG, or any of its respective officers, agents, servants, employees and attorneys, and any party in privity with any of them, from asserting or threatening infringement of any rights under Section 43(a) of the Trademark Act against Delta Enterprise relating to Delta Enterprise's manufacture and sale of the Accused Strollers.

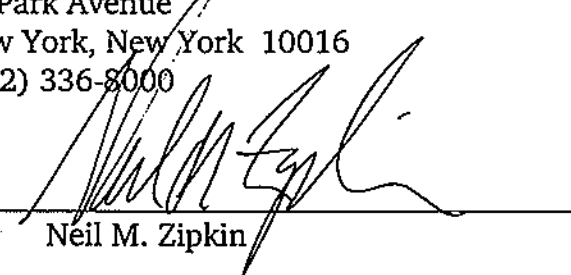
III. An Order directing such other and further legal and equitable relief as this Court may deem just and proper.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN LLP  
Neil M. Zipkin (NZ 4718)  
Holly Pekowsky (HP 5034)  
Attorneys for Plaintiff Delta Enterprise Corp.  
90 Park Avenue  
New York, New York 10016  
(212) 336-8000

Dated: November \_\_, 2007  
New York, New York

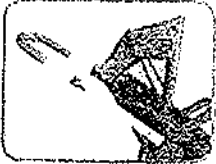
By

  
Neil M. Zipkin

## Buggy 300 Stroller



• Foot Cover



• Comfort Grip Telescopic Handles



• Quick Release Dual Brake System



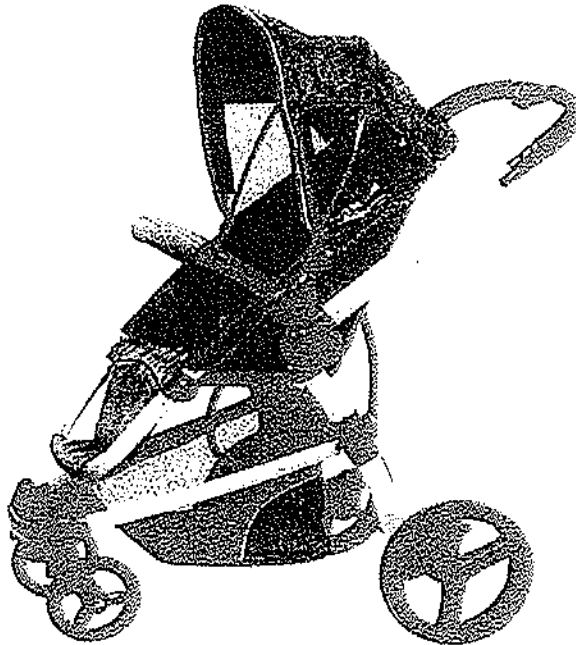
• Car Seat Holder



• Adjustable Footrest & Removable Bumper



• Reversible Seat Unit With Multi Position Recline



• Reversible Seat Unit With Three Position Recline



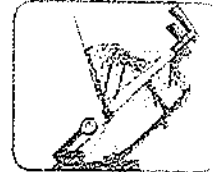
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33"R x 23.5"W x 15"D



## Buggy 400 Stroller



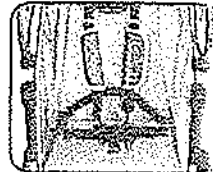
- Quick Recline Seat
- Multi-Position Canopy



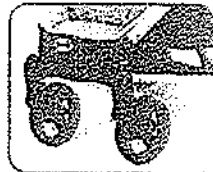
- Ergonomic, Comfort Grip Handles
- Handle Support Lock



- 5 Point Safety Harness



- Swivel Front Wheels
- Front Wheel Lock
- Spring Wheel Shock Absorbent



- Car Seat Holder



- Quick Release, Dual Brake System
- Red Pedal Locks/Gray Pedal Unlocks Both Wheels



- Stands When Folded  
30"H x 14.25"W x 12.5"D

10/08/2007 16:21 FAX 3172317433

BARNES&THORNBURG LLP

002/009

## BARNES & THORNBURG LLP

Julia Spoor Gard  
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11 South Meridian Street  
Indianapolis, IN 46204-3535 U.S.A.  
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www.btlaw.com

October 8, 2007

### *VIA FACSIMILE & CERTIFIED MAIL*

Delta Enterprise Corp.  
114 West 26th Street  
New York, New York 10001

Re: Infringement of Quinny Stroller Design  
Our File: 20341-200905

Dear Sirs:

We represent Dorel Juvenile Group, Inc. Our client is well known as a manufacturer and distributor of a wide range of children's products, including car seats and strollers. In particular, our client has become increasingly well known for its QUINNY ZAPP and QUINNY BUZZ strollers (photograph of the QUINNY stroller attached as Exhibit A). Our client has also recently started to show a related stroller, the FORAY (photograph of the FORAY stroller attached as Exhibit B).

These stroller designs are highly unique and distinctive, and were designed with great care by our client in order to identify the source of the stroller to a very particular and selective group of purchasers. Our client's strollers have achieved tremendous press throughout Europe and the United States, and have become a highly desired product for discerning parents.

It has recently come to our client's attention that you are now offering two strollers which copy the look and feel of our client's stroller almost exactly (pages from the Simmons Stroller Line catalog attached as Exhibit C). In particular, the stroller frames are absolutely identical to our client's frame, which makes the overall look of the stroller so similar that purchasers are very likely to believe that these are, in fact, our client's strollers. Thus, your use of a virtually identical product design constitutes trademark infringement, trade dress infringement, unfair competition, false designation of origin, and false description. 15 U.S.C. § 1114; 1125; 15 U.S.C. § 1125 (see (1)).

We must therefore demand that you immediately remove the strollers featured in attached Exhibit C from the market, and that you agree not to sell strollers which so closely resemble our client's trade dress, as represented in attached Exhibits A and B.

Chicago

Elkhart

Fort Wayne

Grand Rapids

Indianapolis

South Bend

Washington, D.C.

10/08/2007 16:22 FAX 3172317433


BARNES&THORNBURG LLP

003/009

Delta Enterprise Corp.  
October 8, 2007  
Page 2

Please do not underestimate the seriousness of this matter. We expect your response within 10 days.

Sincerely,



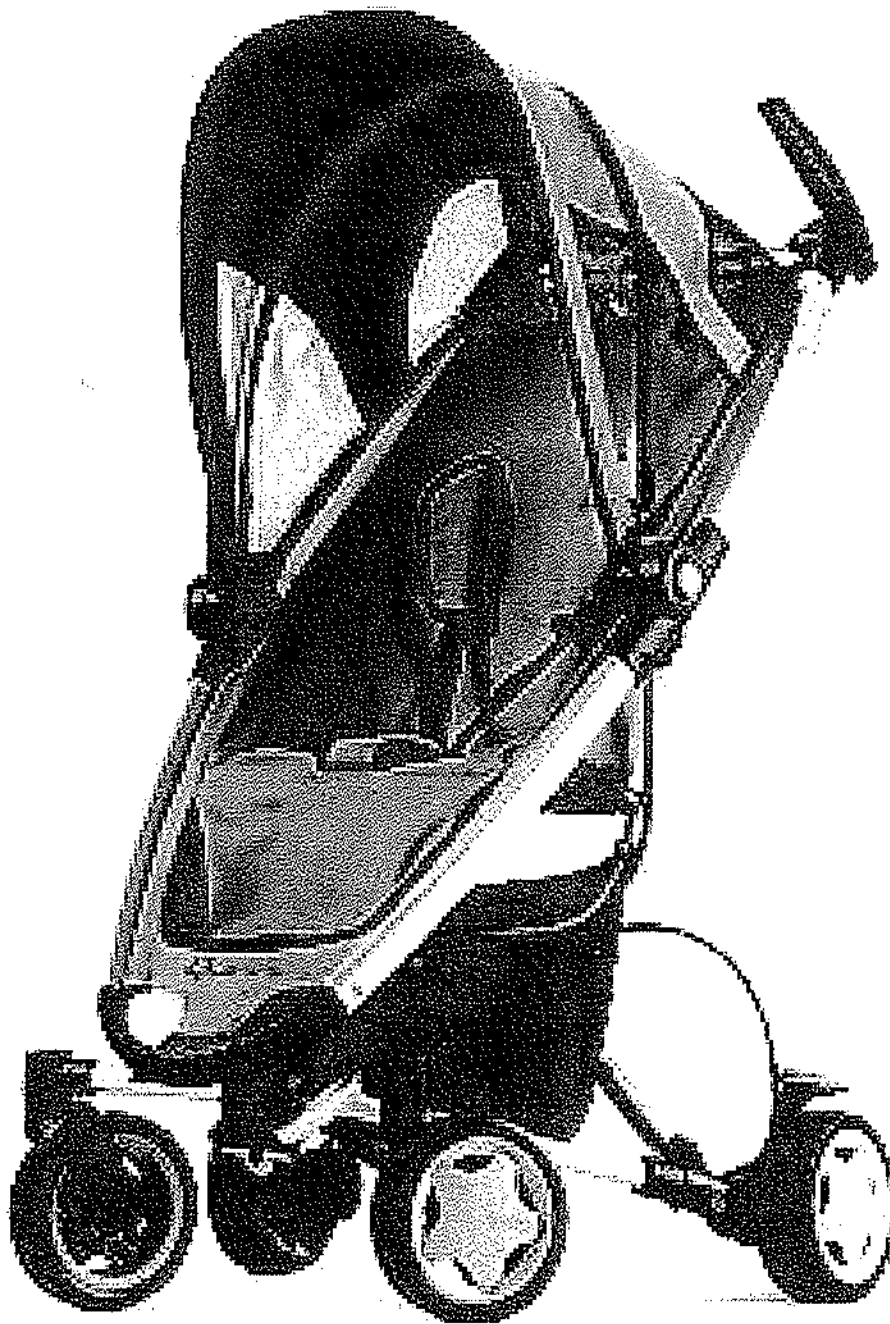
Julia Spoor Gard

JSG/wlb  
Attachments  
cc: Dorel Juvenile Group, Inc.

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BARNES & THORNBURG LLP

Exhibit A



*Quinny*

*Exhibit B*



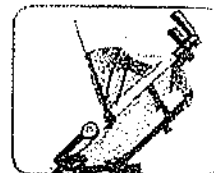
*Foray*

*Exhibit C*

## Buggy 400 Stroller



- Quick Recline Seat
- Multi-Position Canopy



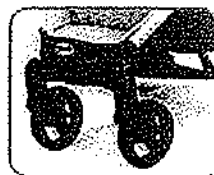
- Ergonomic, Comfort Grip Handles
- Handle Support Lock



- 5 Point Safety Harness



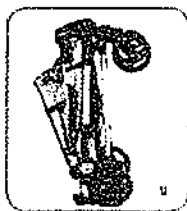
- Swivel Front Wheels
- Front Wheel Lock
- Spring Wheel Shock Absorbent



- Car Seat Holder



- Quick Release, Dual Brake System
- Red Pedal Locks/Grey Pedal Unlocks Both Wheels



- Stands When Folded  
30"H x 14.25"W x 12.5"D



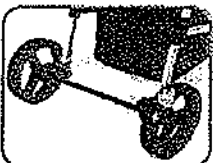
## Buggy 300 Stroller



• Foot Cover



• Comfort Grip  
Telescopic  
Handles



• Quick Release  
Dual Brake  
System



• Car Seat Holder



• Adjustable  
Footrest &  
Removable  
Bumper



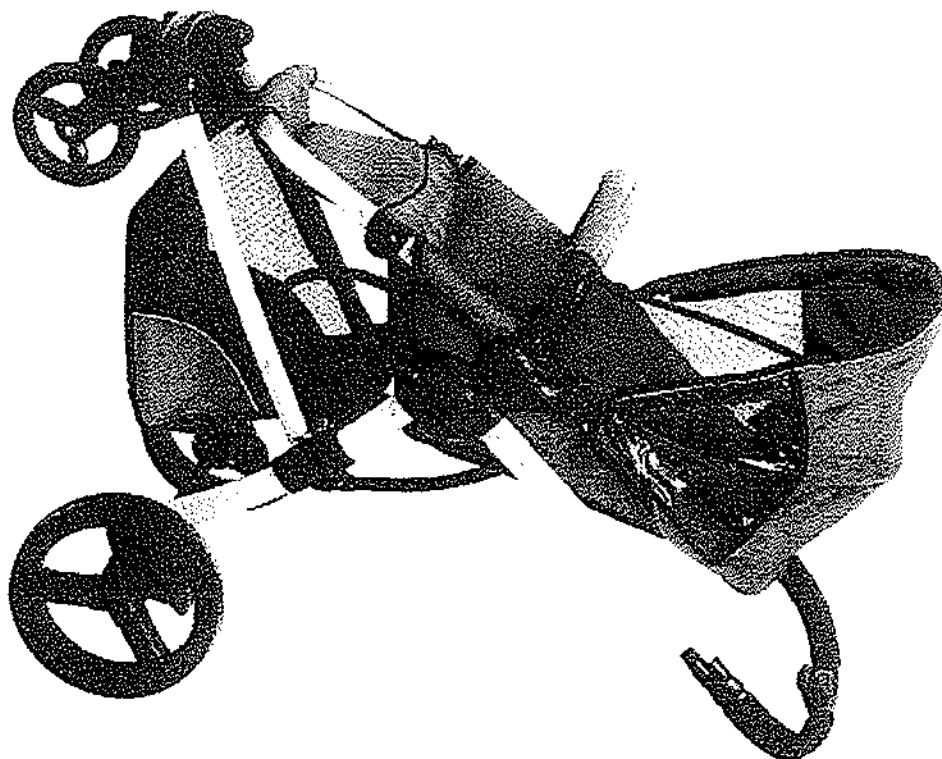
• Reversible Seat  
Unit With Multi-  
Position Recline



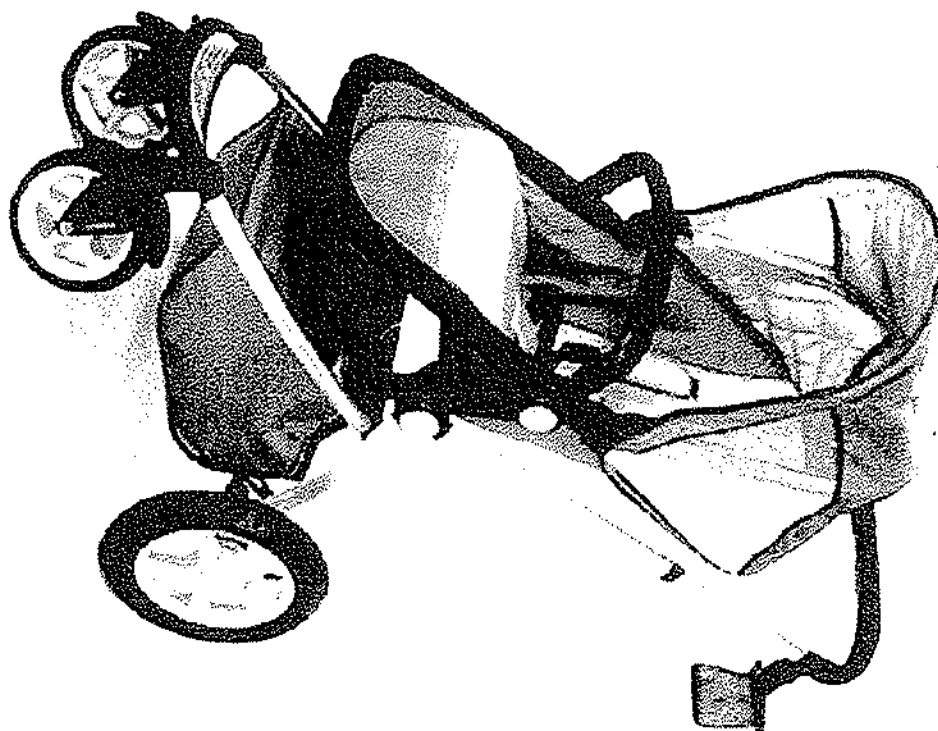
• Reversible Seat Unit With  
Three Position Recline



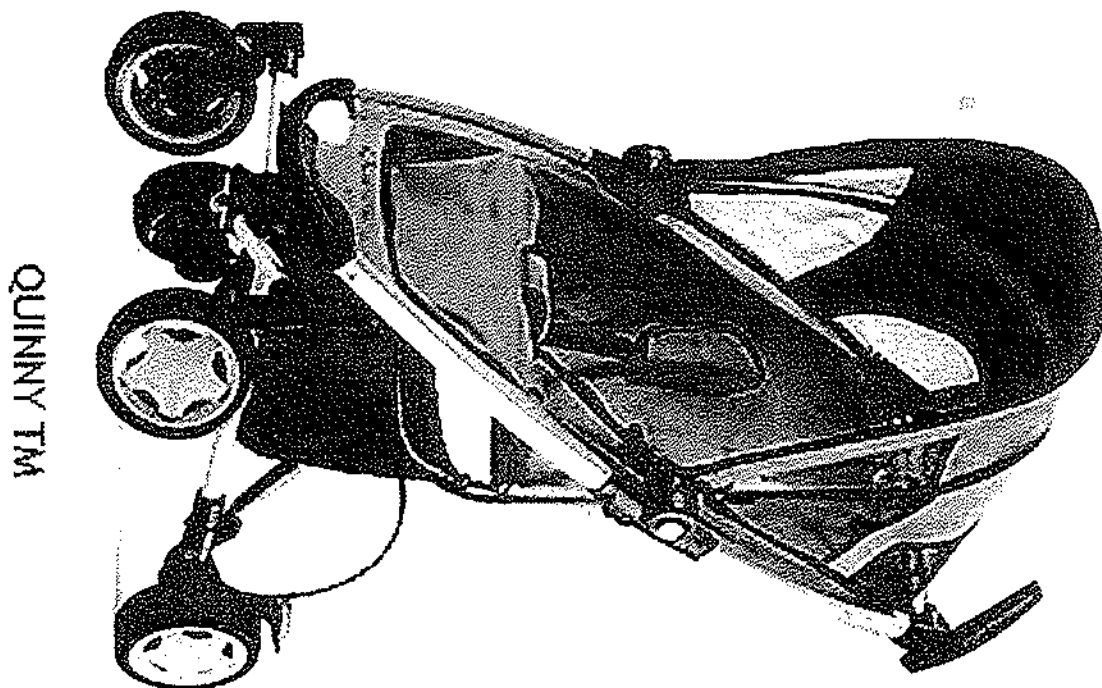
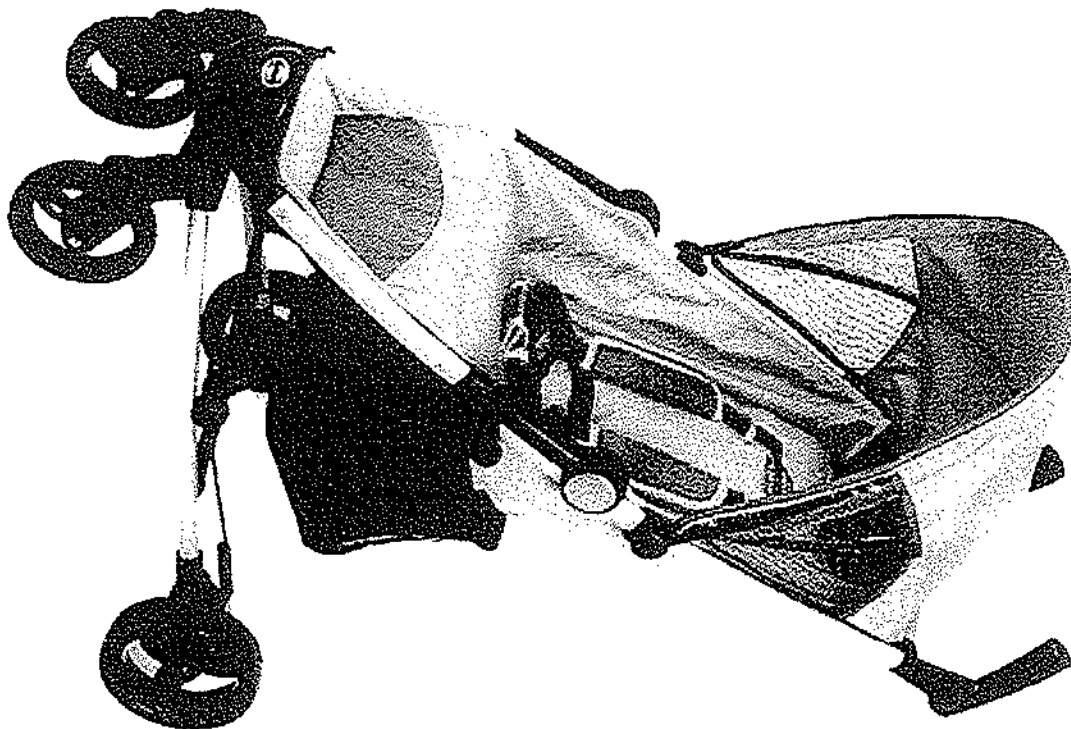
• Stands When  
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33"H x 23.5"W x 15"D



QUINNY TM







QUINNY TM

# AMSTER ROTHSTEIN & EBENSTEIN LLP

Intellectual Property Law

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\*Not admitted in New York

October 18, 2007

## VIA FACSIMILE

Julia Spoor Gard, Esq.  
Barnes & Thornburg LLP  
11 South Meridian Street  
Indianapolis, Indiana 46204-3535

Neil M. Zipkin  
Direct 212 336 8120  
E-mail [nzipkin@arelaw.com](mailto:nzipkin@arelaw.com)

Re: Delta Enterprises Corp.  
Dorel Juvenile Group, Inc. - Stroller Design  
Your File: 20341-200905  
Our File: 29345-0018

Dear Ms. Gard:

Our firm is intellectual property counsel for Delta Enterprise Corp. of New York, New York ("Delta"). We have been asked to respond to your letter dated October 8, 2007 written on behalf of Dorel Juvenile Group, Inc. ("Dorel") charging that certain strollers offered by Delta violate your client's trademark and/or trade dress rights.

We have started our evaluation of your claim. However, in order to respond appropriately, it is necessary that you articulate the specific trade dress of your client purportedly embodied in the two stroller designs that you assert have been copied. If the elements comprising the trade dress are not specified the claim is insufficient as a matter of law. *Yurman Design, Inc. v. Paj, Inc.* 262 F. 3d 101, 114 (2d Cir. 2001).

Also, as you well know, trade dress embodied in the design of a product is not inherently distinctive, *Samara v. Wal-Mart*, 529 US 205 (2000). Thus, the burden is on the party asserting rights to demonstrate that the purported trade dress was primarily intended as a source indicator, *Knitwaves, Inc. v. Lollytogs, Ltd.*, 71 F. 3d 996, 1009 (2d Cir. 1995), and that it has acquired secondary meaning, *Samara* 529 U.S. at 316. Kindly advise us how and to what extent Dorel has promoted the asserted trade dress embodied in each of the QUINNY and FORAY strollers. As best we can tell from the photographs, each of the two strollers are different. Thus, to the extent you are seeking to protect trade dress present in one stroller but not the other or trade dress in the overall products, since the products are different, it is necessary for you to separate the information for each product.

Julia Spoor Gard

-2-

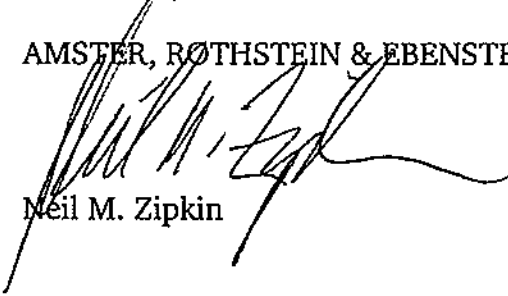
October 18, 2007

As you can see from the above there are serious questions as to the legal sufficiency of the trade dress infringement claims made on behalf of Dorel. Thus, we demand that until this matter is sorted out, your client respect Delta's right to compete and that it not seek to improperly hamper Delta's efforts to market its competitive goods.

We look forward to your early response so that this matter can be resolved.

Very truly yours,

AMSTER, ROTHSTEIN & EBENSTEIN LLP



Neil M. Zipkin

NMZ/vlj

cc: Delta Enterprises Corp.

## BARNES & THORNBURG LLP

Julia Spoor Gard  
(317) 231-7439  
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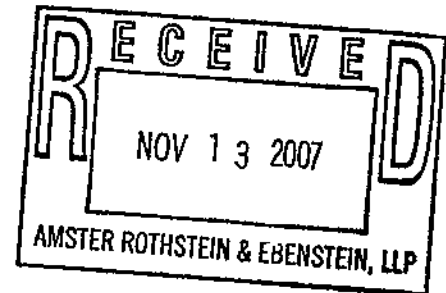
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www.btlaw.com  
November 6, 2007

### VIA FACSIMILE

Neil M. Zipkin  
Amster Rothstein & Ebenstein LLP  
90 Park Avenue  
New York, New York 10016

Re: Delta Enterprise Stroller Design  
Your File: 29345-0018  
Our File: 20341-200905



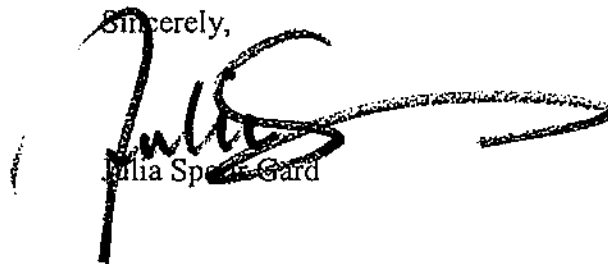
Dear Mr. Zipkin:

This responds to your letter of October 18, 2007. As we stated in our earlier letter, and as we discussed on the phone, your client has copied the overall look and feel of two of our client's stroller designs. When viewed side by side (as per attached), it is difficult to say what features your client has not copied; virtually every aspect of the two strollers are identical.

The fact that our client has more than one stroller design is irrelevant; the test is whether consumers have come to view the design of the stroller as indicative of the source of the stroller. The fact that your client has copied both of our client's stroller designs is merely evidence of your client's bad faith in seeking to trade off of our client's success with these strollers. In particular, the frames are virtually identical. Attached are representative articles which show that the public looks to the frame to denote the source or origin of this particular stroller. Because your client has so clearly copied our client's frames, it is very likely that the public will assume that your client's strollers are our client's strollers, or that your client's strollers are a low end alternative manufactured by our client.

Our client has no desire to prevent your client from competing in the marketplace; however, our client cannot allow consumers to be confused as to the source of the two strollers at issue. Our client has no objection to the other stroller designs featured in your client's catalog, but we must reiterate our demand that your client immediately remove the two strollers in the attached photo from the market.

Sincerely,

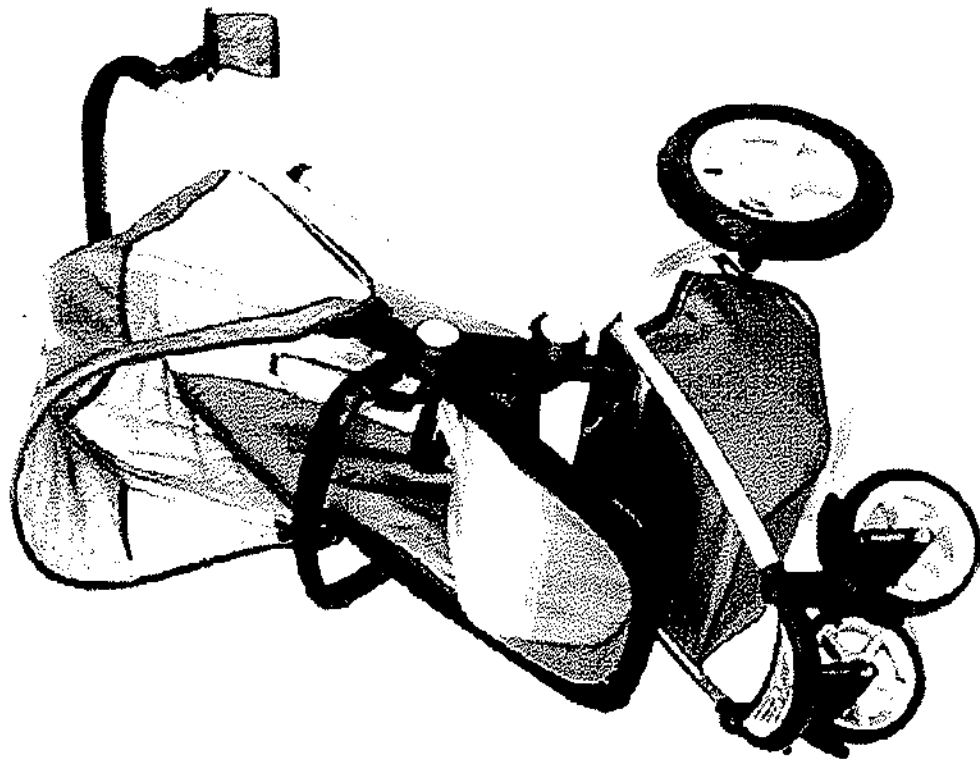


Julia Spoor Gard

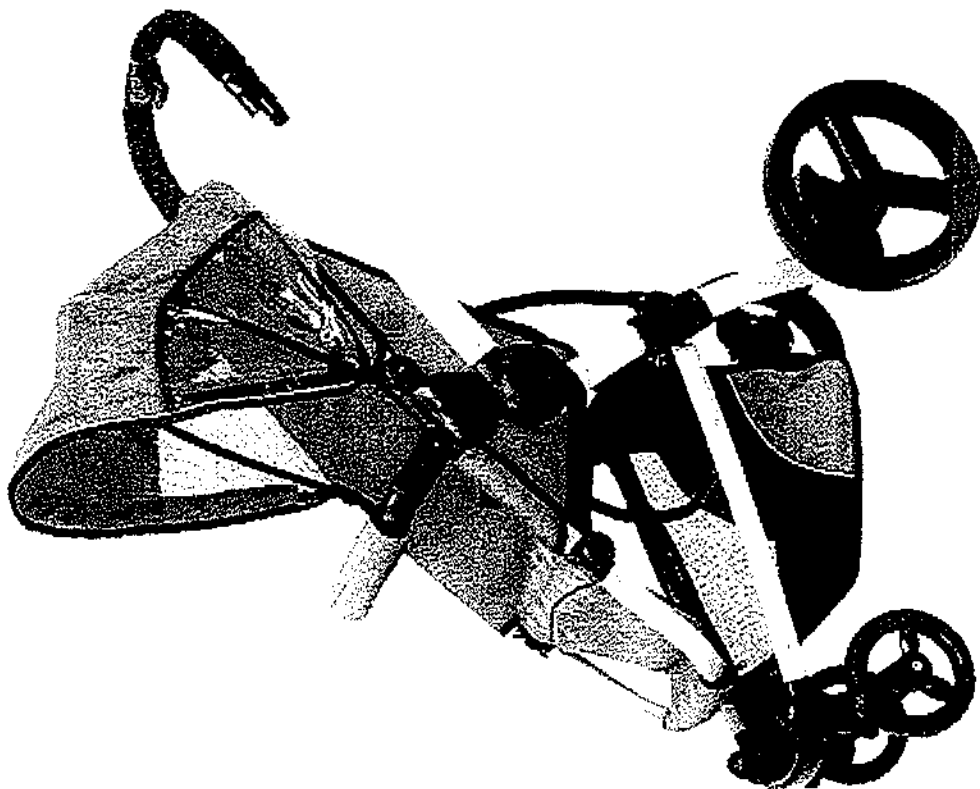
JSG/wlb

cc: Dorel Juvenile Group, Inc.  
INDS02 JXS 933469v1

Foray

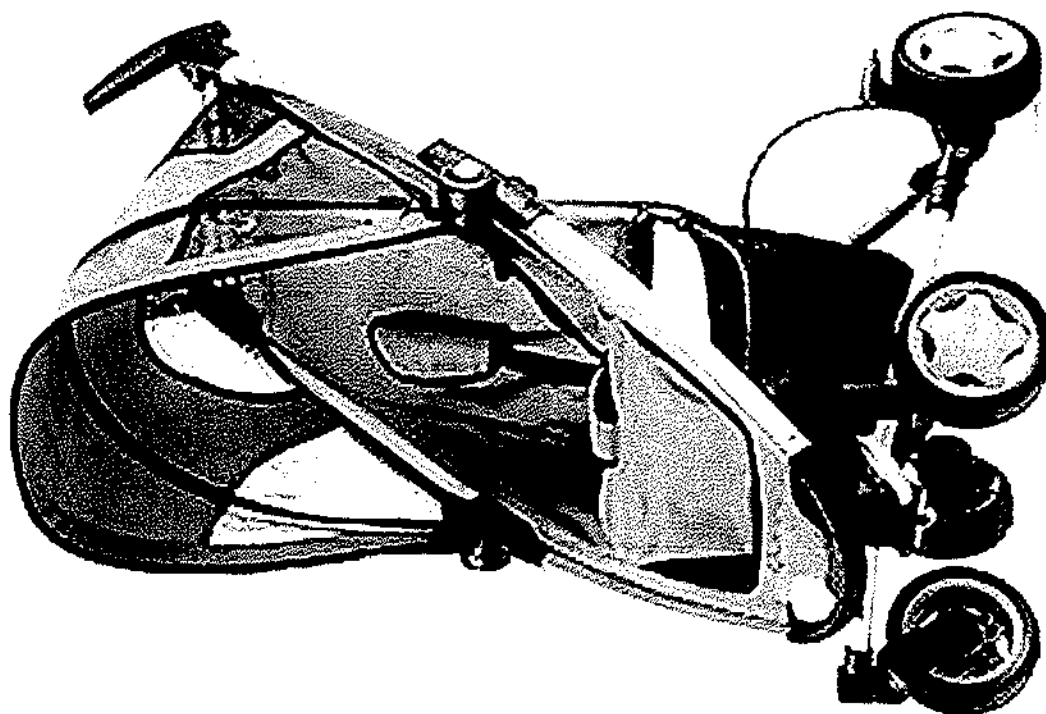


Delta

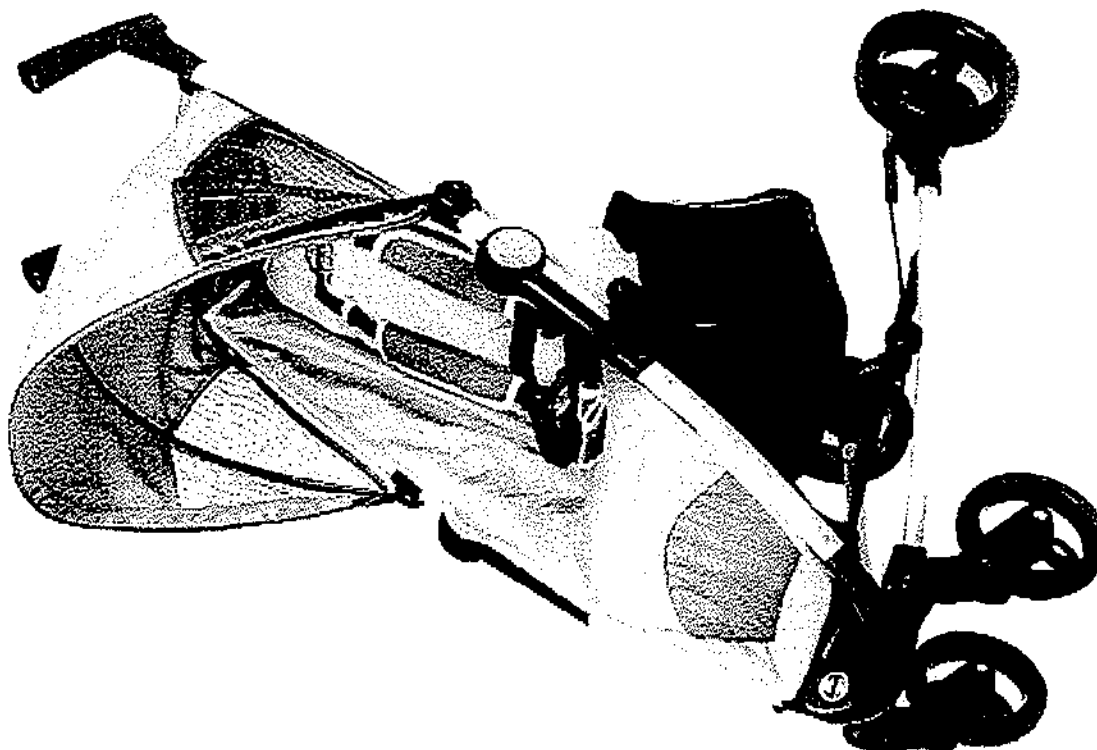


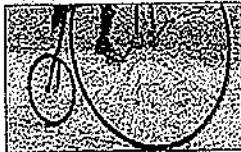


Quinny



Delta





## ROLL WITH IT

The wind in your hair, the sun on your face — celebrate the joys of pedaling to the office by joining the Bike to Work Rally at Daley Plaza from 7:30 a.m. to 3 p.m. Friday. Includes food, entertainment, raffles and more.

WEDNESDAY, JUNE 13, 2007 CHICAGO SUN-TIMES 1 M **SHOWCASE | 53**



## HELP WITH THE HUNT

Head to [jump.suntimes.com](http://jump.suntimes.com) for helpful resources for job-hunting grads.

*I've been out and about with (the Quinny Buzz) and we've had quite a few people asking where we got it. Everybody is looking at it."*

ILL. ECKHART, North Center resident with a green Quinny Buzz.

stroller hawking for about two years. "I'm keeping track of all the double strollers out there," she said.

She, 8-year-old son Joshua and 15-month-old daughter Abigail use their Mountain Buggy Urban double stroller every day, she said.

"Did I get a good value for what I paid?" she asks herself when seeing the different strollers. "Did I spend my money well?"

And while the bloom has not yet faded on the Bugaboo, the next big thing in strollers — and stroller hawking — is set to launch Aug. 15. That's when a snap-in child car seat is scheduled to be released to fit the Quinny Buzz stroller, said Antonio Ares, lead salesman at the Right Start, 2121 N. Clybourn. He predicts already brisk sales of the Quinny Buzz will skyrocket.

The Quinny Buzz, which features a gas hydraulic lift for opening and closing the stroller and "bright and hip" colors like orange and lime green, is currently the top seller in Europe, with a basic price tag of \$500. The car seat is \$150 and a bassinet attachment is another \$150.

Jill Becker of North Center steers 4-month-old son William in a green Quinny Buzz, which she said generates a lot of gawking — and stroller hawking.

"I've been out and about with it and we've had quite a few people asking where we got it," she said. "Everybody is looking at it."

She said she didn't want a Bugaboo because they're too mainstream. The Quinny Buzz is different and new.

"We'll be trendsetters, right, William?" she said, looking into her cooling baby's eyes. "We'll be trendsetters."

## BABY'S BEST RIDE

Celebrities' strollers come in a tony price range.



### BUGABOO

Price tag: \$760 (Frog) or \$900 (Cameleon, shown above)

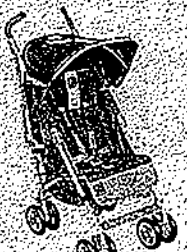
Celebrities pushing it: Gwen Stefani, Heidi Klum and Seal, Tobey Maguire



### PEG PREGO PLIKO

Price tag: \$330

Celebrities pushing it: Rachel Weisz, Sofia Coppola, Jack Black, Jenny Garth, Shanna Moskier



### MACLAREN TECHNO XT

Price tag: \$300

Celebrities pushing it: Ben Affleck and Jennifer Garner, Adam Sandler



### SILVER CROSS

Price tag: \$600-\$3,000, depending on model

Celebrities pushing it: Maggie Gyllenhaal, Catherine Zeta Jones, Sarah Jessica Parker, Gwyneth Paltrow, Madonna, Kate Moss, Angelina Jolie



### ORBIT BABY'S ORBIT INFANT SYSTEM

Price tag: \$900

Celebrities pushing it: Tori Spelling, Jamie Pressly, Elvis Costello, Diana Krall

Sources: [www.celebrity-babies.com](http://www.celebrity-babies.com); the Right Start; Babies R Us; [www.zimride.com](http://www.zimride.com)

## Now what? asks grad



BY TIFFANY BREYNE

[tiffany.breyne@gmail.com](mailto:tiffany.breyne@gmail.com)

A few days ago I proclaimed myself the Queen of Lezzyville and pronounced my couch my throne. I figured if I was going to be unproductive, it might as well be in a majestic sort of way.

The truth is I was nursing a slight hangover and enjoying watching bad movies and procrastinating on writing this column. I've really got nothing more urgent to do these days anyway. And that's what scares me.

When I was about 14 I got a job helping the kitchen staff at the local VFW hall and have almost always held a job since then. The longest I've gone unemployed was a month, and it was hell having no cash or scheduled duties, sometimes I even had two jobs on top of school because I liked filling my time. Plus, I saved up money so when I graduated, I'd have dough.

So I saved the cash, got decent grades and worked hard to make it through college and have a successful life afterward. Turns out, that money didn't go as far as I thought it would, grades aren't the deciding factor for potential employers and I have no clue what I'm doing post-graduation.

It seems my preparations were really just imaginative ways to pass the time and plan for a future I've never known too much about. Just like my day of "imperial" TV watching, I've managed to make everything an illusion: "If I work these two jobs, I'll have even more money and responsibility, much like an adult would." "If I actually read the homework, I'll get good grades and be super successful." "One more beer won't hurt." (Not so productive, but an illusion nonetheless.)

It has been four weeks since I graduated, and I'm experiencing those dreaded thoughts of "Now what?" I al-

ways heard it was a big change from school to the "real world." I guess it never hit me until I was shot out of 50-hour weeks to days of finding ways to pass the time.

I'd like to think it's a flaw in the system. We're set to follow a regimen of "school, summer, repeat" for nearly two decades of our lives, and we learn that grades are almighty and peers can be both the friend and the enemy. Then one day we all put on these silly robes, put square hats on our heads and poof! Our life as we know it is over, and good luck figuring out the rest!

I suppose the flaw isn't in

the system, but in my inability to stop living the illusion and get into reality. This is my successful afterlife: I'm moving back home, as I said I never would, and I'm not making \$100K, as I always hoped, but that's OK. This is normal, everyone tells me.

Lately, I'm starting a server job at a suburban restaurant this week, so cash will, we hope, be flowing, and I won't have so much free time to freak out about my life. Being Queen of Lezzyville was fun for a day, but I'll step down from the throne and rule my own future.

Farewell, commoners.

## Discount Sale of the Week

Full Chicago 12 months same as cash  
See store for details 12 months layaway

<p>1499</p> <p>Leather recliner</p> <p>3499</p>	<p>7499</p> <p>Leather recliner</p> <p>6999</p>
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## LIFESTYLES

To reach us: [lifestyles@suntimes.com](mailto:lifestyles@suntimes.com)

Amy Cataldo and her children—Joshua (left), 3, and Abigail, 15 months—take a double stroller walk through Lincoln Park last week. They use their Moonain Buggy Urban model every day, Cataldo says. (SUNTIMES/DAVID GRAY)

# HOT WHEELS

**ARE YOU A STROLLER HAWK?**  
High-end strollers are pricey status symbols that attract lots of attention for a family's personal statement

## GO ECO

Site-seeing for a place to purchase eco-friendly items? Pricegrabber.com today launches its new online resource for consumers looking to spend their green on green products. It boasts more than 20,000 items—from cosmetics to organic pet foods. Go to [shopgreen.pricegrabber.com](http://shopgreen.pricegrabber.com).



Mike Silverside of the Right Start in Lincoln Park demonstrates the Quinny Buzz stroller's hydraulic lift, which opens and closes the stroller with a click of a button.

BY KARA SPAL  
and photos by  
David Gray

**T**heir hands turn circles. Then, "And...there's looking at you, baby!"

What was once simply four wheels, a basket and a handle has morphed into a head-scratching, head-mache-for-new-parents and a luxury status symbol for others. The high-end stroller market, which exploded in 2005 with the introduction of the "Buggies" from "To America's Parks and Side Walks, continue to grow.

With the ever-expanding price tag—consider the limited edition MacLaren (III) Type AU, selling for more than \$4,200—comes a popular and casual pastime for parents pushing little ones out on the town: stroller browsing.

Curiosity, envy or just a compulsion to keep tabs on ever-evolving feats of stroller engineering drive stroller hawks, who glance with eagle eyes not just at the cute baby taking but the handsome carriage holding her.

And though Chicago stroller hawks aren't shooting pictures of each other, they're pushing baby daughter Ruby in a gray and pink "Buggies" Cameleon (2000) without accessories like an parasol or warming blanket. They're got a firm handle on stroller hierarchy, from the Orbita to the Graces to the PEG Perego.

"These strollers are a status symbol," said Amy Silverside, 34, who brought her 5-year-old daughter Jessica to Fellows Park at Belmont and Damen avenues in a PEG Perego Pliko. "It's like a car. You can make a statement about your priorities. It's a statement."

Silverside owns five strollers, and it's on the lookout to add to the collection. Her second daughter is due in September, and with the second child comes the double stroller.

Jenn Frey of Lake View didn't get out to stroller hawk when pushing daughter Kate, 8 weeks, in Fellegi Park recently. The howling just happened.

"Unless you just notice the different strollers, different wheels, different colors," she said, standing next to her PEG Perego Pramette, which she described as "light and easy" for carrying up the stairs to her apartment.

Jim McGowan said he didn't do enough research before purchasing an Eddie Bauer "Grow" stroller for daughter Susie, now 2 years old. With another baby on the way, he has a hard time out for a stroller, for two.

McGowan said he doesn't stroller hawk for celebrity-driven strollers, like Buggies—"my wife might, but I don't really"—but does have his eye on something besides a two-seater. "I like the big ones," he said.

Amy Cataldo, of Lincoln Park, says she has been



WHAT MATTERS TO MOMS

november 2007

# Parenting

**IS YOUR  
BABY  
SAFE?**

At-home  
dangers  
moms miss

**KID CLUTTER**

**14 easy  
fixes**

**WHEN IT'S OKAY TO  
LIE TO YOUR CHILD**

**WHAT YOUR BABY'S  
REALLY THINKING p104**

**"She started it!"  
END SIBLING FIGHTS**

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## Best new strollers

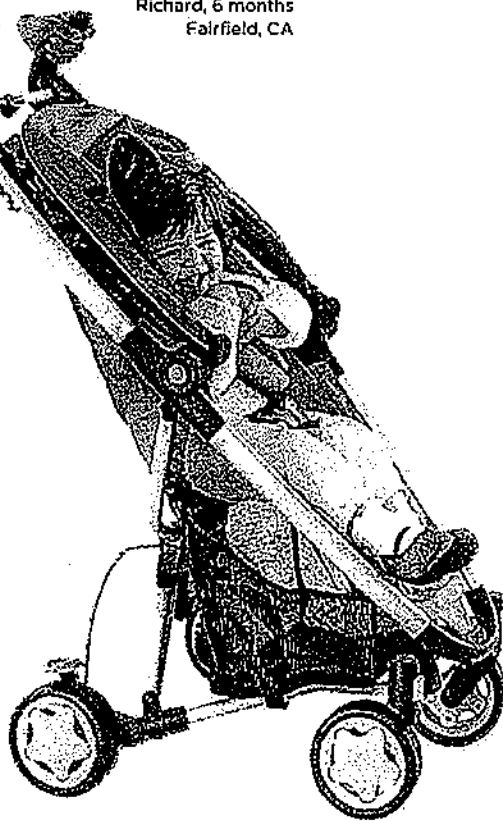
### Stunning space saver

No room? No problem. The mod Quinny Zapp offers the most compact fold available. The stain-resistant stroller comes fully loaded with a travel bag, rain shield, and car-seat adapter, so it's as practical as it is stylish.

(\$240; [egiggle.com](http://egiggle.com))

*"My friend said it looked like it belonged to Sarah Jessica Parker! But its real moment of greatness? I was able to take my just-had-his-shots son out, fold it up, and put it away before he burst into tears."*

—Jennifer Ellison, mom of Peyton, 2, and Richard, 6 months  
Fairfield, CA



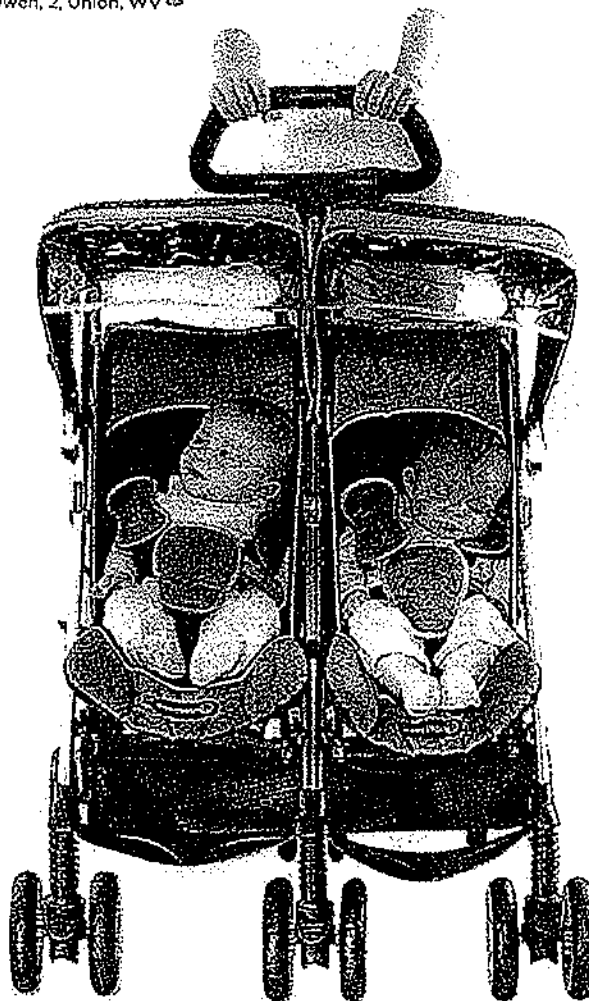
### Double delight

Suffer from stubbed-toe syndrome? Baby Planet's Unity Sport twin stroller has a recessed rear middle wheel so you don't have to take baby steps. And there's no need to stretch to steer, either—its handle is single-stroller size and is super at maneuvering.

(\$290; [babesrus.com](http://babesrus.com))

*"The padded five-point harnesses keep my twins comfortable and in their seats—no easy task with little climbers."*

—Johna Jackson, mom of Ian, 5, and Luke and Owen, 2, Union, WV





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## EVENFLO ELLIPSA LX TRAVEL SYSTEM, TATTERSTALL



Best for Baby.™

\$188.67

Availability:

• Online - **NOT SOLD ONLINE**



### Information below:

- [Features & Specifications](#)
- [Warranty Information](#)
- [Gifting Options](#)
- [0% Interest Offer / Payment Options](#)
- [Shipping & Delivery](#)



⊕ [Enlarge Image](#)

## Features & Specifications

The Ellipsa Travel System provides intuitive features in a high-fashion design. The new one-hand trigger activates the smooth ArcFold and the new Total Eclipse canopy positions to protect baby from sun and wind. This travel system features the Embrace infant car seat.

- The Evenflo Ellipsa Travel System offers one hand, trigger activated ArcFold to provide the smoothest fold action available
- Patented one-hand steer allows easy maneuverability through doorways and whenever mom needs an extra hand
- New one-hand EasyGrip seat recline is the only infinite recline that does not use straps; operates with one hand and provides support for baby at any angle
- Total eclipse full coverage canopy with covered window positions to any angle while protecting baby from the weather and can extend to completely cover the baby
- The removable child's tray insert is dishwasher safe and allows a clean space for baby's food and toys
- Easy access storage under the parent console
- Oversized storage basket fits all of baby's and mom's gear
- Full recline with integrated boot enclosed the seating area and stores easily into integrated pouch
- Parent organizer tray with automotive style cup "grippers" prevents spills and holds up to 2 beverages
- Head support pillow provides extra support in the stroller for baby's head
- The top activated brakes toggle from locked to unlocked
- Large ComfortGlide wheels with swivel locks provide a smooth ride over rough terrain
- This travel system features the Embrace 5-point infant carrier which provides seamless

travel from home to car to stroller for infants between 5 and 22lbs

- Patented EZ carry handle with soft grip is the most intuitive handle design with improved grip area and easier positioning
- Position right base with position indicator shows adjustment level
- Central track ball level indicator
- Infant head pillow provides additional support for baby
- Removable harness covers provide added comfort for baby

Shipping Weight (in pounds):	53.68
Product in Inches (L x W x H):	42.0 x 24.25 x 43.0
Assembled in Country of Origin:	USA
Origin of Components:	USA
Wal-Mart No.:	002659720

[Top of Page](#)

## Warranty Information

**Length of warranty:** [See details](#)

[Top of Page](#)

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The following available options may be selected during checkout:

**Gift Message:** Add a personal note that we'll include with your gift.

**Gift Receipt:** When you add other gift options, we'll include a receipt that keeps the price a secret but makes it easy to exchange or return an item.

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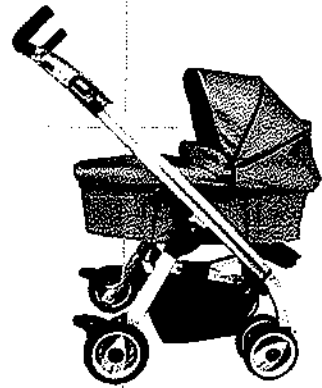
### Other Payment Options

- Bill Me Later® — [see details](#)
- Wal-Mart Credit Card
- Wal-Mart Gift Card
- Visa, MasterCard, American Express, Discover and Wal-Mart Discover issued by U.S. banks only\*
- Debit cards (also called check cards, ATM cards or banking cards) which display a Visa or MasterCard logo on the front.

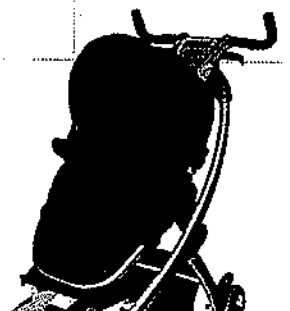
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# WINN-DIXIE



# CORE

## CLASSIC STROLLER



**WCS-10010 with Deluxe seat**

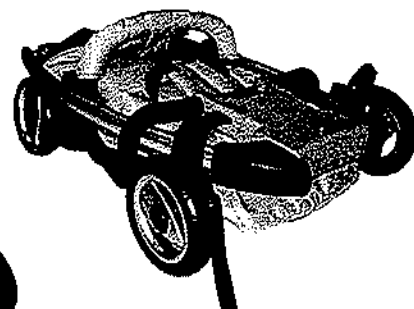


**WCS-10010 Frame + CarSeat**



**WCS-10010 Frame+CT06 CarryCot**

*This new stroller has had many new innovative unique designs, not only it is made of deluxe anodized aluminum frame with lightweight advantage ,but also it has the "center suspension system" that is very different than the other available strollers with suspension on the wheels construction in the current market, except one hand folding mechanism, the ergonomic handle is adjustable in different angles to fit tall or short people, there is a very unique innovative "Wire lock brake system" on the rear leg that is un-visible, also it has a swivel cane holder that can be hidden in the handle center store plastic box, the biggest advantage for this stroller is to have the plastic adaptor that can fit with Carry Cot & Car Seat, and the stroller seat room is very large for baby or children very comfortable to sit, but the folding unit size is very small for easy carry.*







## CAFE STROLLER



**WCS-10030 Frame+CarSeat**

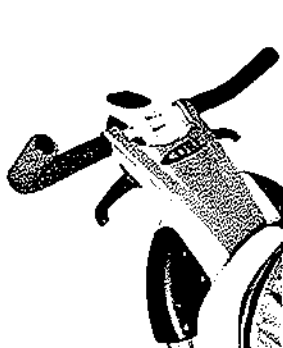


**WCS-10030 Deluxe Seat**



**WCS-10030 Frame +CarryCot**

*This new stroller has had many new innovative unique designs, not only it is made of deluxe anodized aluminum frame with lightweight advantage ,but also it has the "center suspension system" that is very different than the other available strollers with suspension on the wheels construction in the current market, except one hand folding mechanism, the ergonomic handle is adjustable in different angles to fit tall or short people, there is a very unique innovative "Wire lock brake system" on the rear leg that is un-visible, also it has a swivel cane holder that can be hidden in the handle center store plastic box, the biggest advantage for this stroller is to have the plastic adaptor that can fit with Carry Cot & Car Seat, and the stroller seat room is very large for baby or children very comfortable to sit, but the folding unit size is very small for easy carry.*



**Handle/Store box**



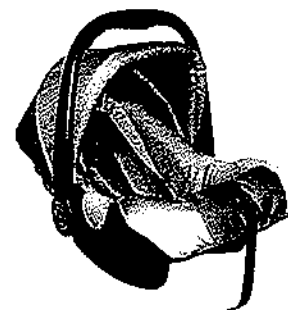
**Deluxe Seat**



**Footcover**



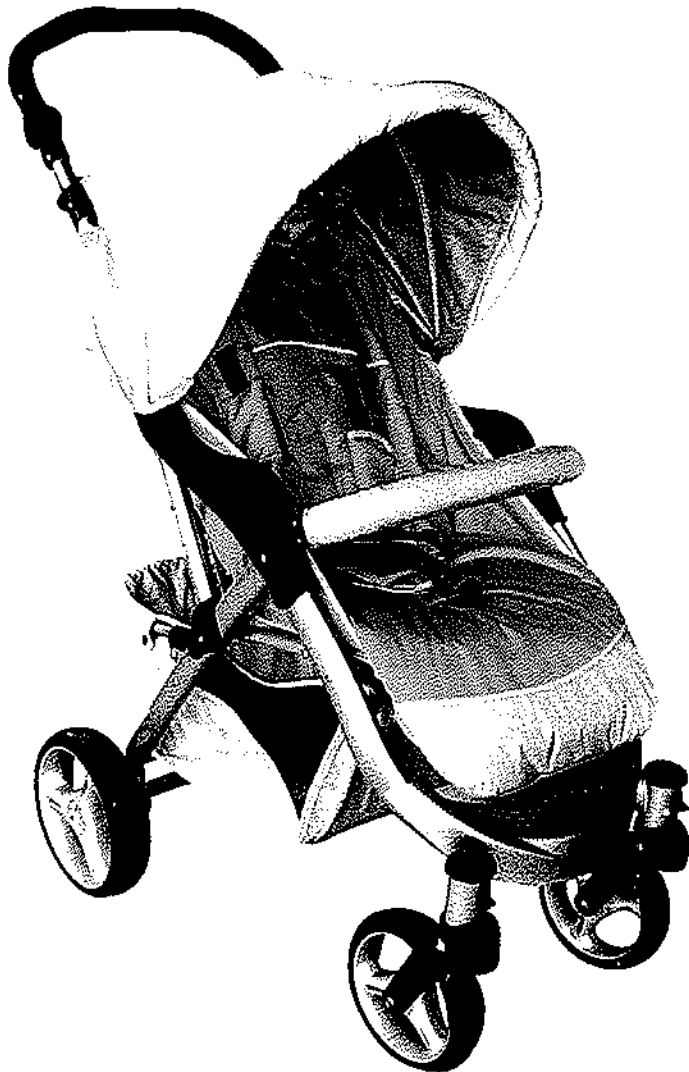
**WCS-10030 W/Deluxe**



**WCL-FR806**



# TRAVEL SYSTEM



**WCL-F005**



**Travel system**



**Recline seat**



**With footcover**

## **WCL-H2994 , 2 in 1 Stroller**

- Handle angle adjustable,
- One hand folding
- Removable bumper. \* Brake from handle
- Folding stand. \* Automatic folding hook.
- 3-position reclining adjustable.
- Meet EN Standard



## **WCL-H292 , 2 in 1 Stroller**

- Removable front bumper bar
- One touch rear brakes



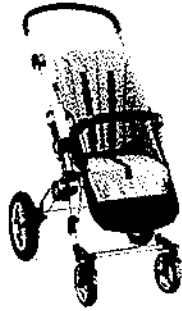
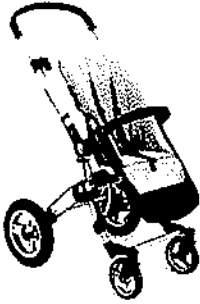
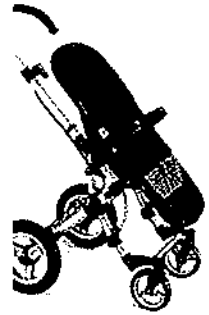
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luxurious system



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Hand brake

Removable rear wheels

Iron Gray

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 1945. 6. 25. 4000-4500 feet. 25. 4000-4500. 2. 10. 8000. 6. 20. 4000-4500.  
 1946. 6. 25. 4000-4500 feet. 25. 4000-4500. 2. 10. 8000. 6. 20. 4000-4500.

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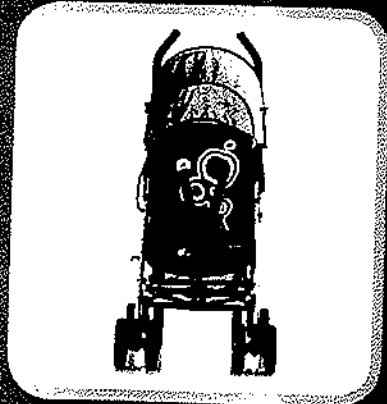
- 1 'In' and 'Out' facing seat
- 2 Removable and washable covers
- 3 Suitable from 6 months with 3 position recline
- 4 Removable, adjustable bumper bar
- 5 It comes with a 4 year guarantee

	seat width 33cm depth 21cm		back rest height 47cm		2.5	seat weight 2.5kg
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## BumbleRide Indie Stroller

Sku: bu-i- | Stock: In-Stock



#### Product Specs

Now Available

Weight: 20 lbs

Capacity: 45 lbs

Standing height: 34.5"

Standing length: 36"

Standing width: 24.5"

Folded height: 15"

Folded length: 32"

Folded width: 24.5"

Our Price: \$399.99

Shipping: \$0.00 Tax: \$0.00

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Choose Color

#### 2. Choose Quantity: 1

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[BumbleRide Rain Cover - \\$28.99](#)



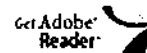
[Carry You Sienna - \\$39.95](#)

#### what's included

Footmuff, Cup Holder, Bumper Bar, Universal Car Seat

#### Online Instructions

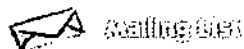
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#### BumbleRide Indie Stroller Description

At only 20 pounds, the Indie is the lightest in its class. Its light weight, coupled with its

## Stroller Double Stroller with Infant Car Seats



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**HACKER SAFE**  
TESTED DAILY 16-OCT

compact fold, make Indie ready to go wherever you go.

### Features

- Five Point adjustable safety harness
- Infant Headrest & Shoulder Pads
- Lockable Front Swivel Wheel
- 12" slim air inflated tires
- Adjustable handle height
- Spacious cargo basket
- Zip off canopy for maximum sun coverage
- Easy compact fold

### BumbleRide Indie Stroller Image Gallery



Ruby -  
Side  
View



Koa -  
Side  
View



Bamboo  
- Side  
View



Bamboo  
- With  
Footmuff



Koa -  
With  
Footmuff



Ruby -  
With  
Footmuff



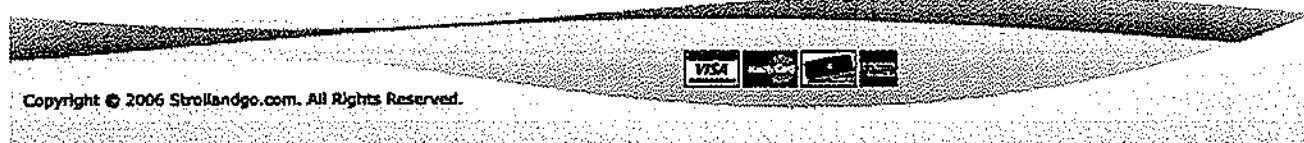
Marine -  
With  
Footmuff



Color  
Selection



Compact  
Fold



Single Strollers  
Double Strollers



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available  
October  
2007

## maxtraveler

3 wheel stroller  
model: 101302

The Max Traveler will redefine your perception of today's modern stroller. It's striking new look and rugged construction will bring excitement and passion to the stroller buying experience. Beyond its visual appeal, you will see that it has many consumer advantages sure to please both parent and child. For the perfect balance of style, construction, feature and price, the Max Traveler is truly set apart from the rest of the market.

### technical specs

- Lightweight aluminum "Easy-Steer" 3 wheel frame
- "Compact" fold
- Reclining "Comfort-Fit" stroller seat
- "Easy-Use" 5 point harness with comfort covers
- "Right-Fit" adjustable handle
- Parent tray with 2 cup holders and "Hide-Away" storage pocket
- Large 8" and 10" "Wide-Track", "Easy-Roll" wheels
- Front wheel swivel lock
- Oversized storage basket
- Newborn and up
- Children up to 45lbs; 55lbs max weight
- Free Recycling Program

Max Universal car seat support available



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



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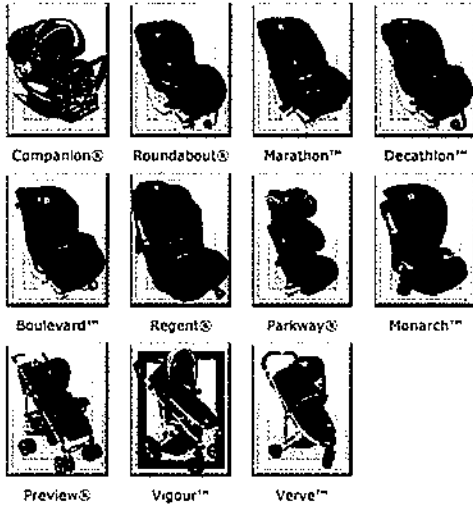


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## Product Details

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### Model | Vigour™



The Britax Vigour™ stroller/travel system rolls on to streets this fall.

**Forward Facing:**  
Children up to 40 lbs.  
Child should be ~6 months of age or older

The new Vigour™ is compatible with the Britax Companion® infant carrier to create a sleek and urban travel system. Using an easy Click & Go™ method it makes moving from car to stroller simple by just clicking the Companion infant carrier onto the light-weight aluminum stroller frame.

As your child grows, the removable Vigour seating unit, made of durable denier fabrics, can easily attach in either a forward or rear-facing position. The stroller conveniently folds flat with the seating unit attached; for a more compact fold, remove the seating unit.

Unique to the Vigour are four-wheel stability with all-wheel suspension and one-touch dual rear brakes. Vigour also features a multi-height, five-point harness, reflective piping for added safety, a removable sun canopy and arm bar.



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## Product Details

Select a Britax product from the list below:



Companion®



Roundabout®



Marathon™



Decathlon™



Boulevard™



Regent®



Parkway®



Monarch™



Preview®



Vigour™



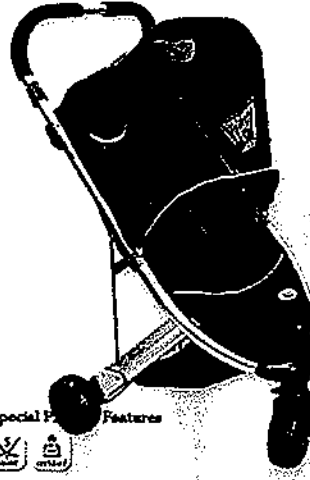
Verve™

[Interactive 360° View](#)

[Product Details](#)

[Feature Tipsheet](#)

### Model | Verve™



Special Features  
 

Perfect for parents on the go.

**Forward Facing:**  
Children up to 40 lbs.  
Child should be 6 months of age or older.

The sleek and stylish new Verve™ is a three-wheel, compact, effortlessly light-weight aluminum stroller with simple fold/unfold capability and remains free standing when collapsed. It enhances maneuverability in tight spaces whether it's on the street or in the stores.

Features include a five-point harness with two shoulder heights, reflective piping for added safety, a large removable sun canopy and arm bar, all-wheel suspension, a single pedal to lock both rear wheels, easy-access storage basket, ergonomic foam grips, and multi-position recline. The Verve is available in red and black fashions.

For a complete list of features, be sure to visit our interactive 360° product viewer.



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## Products

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  - [Bubble](#)
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  - [Bug/Sunshade for Bassinet](#)

- Bug/Sunshade for Seat
- **Gear**
  - Easy-Fit Car and SUV Sunshade

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## Products

### VISTA Stroller



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### VISTA Stroller



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## Contours®

### Lite Stroller Plus

ZL006

Contours® Lite Plus Stroller Allows You to "Shape Your Style™". The Lightweight Frame & Sporty Single Front Swivel Wheels Makes Getting Around Town Trouble Free. Also iBaby™ Dok is for Babies Who Like Music to Follow them Wherever They Go.

**Features:**


- Includes iPod® Dok with Speaker to Play iPod & iPod Mini
- 6" Front Single Swivel & 8" Rear Wheels for Easy Maneuvering
- Easy Trigger Fold is Convenient & Quick. Stroller Stands Upright on its Own!
- Removable Parent Cup Holder Keeps Your Drink Close
- Child Snack Tray with Extra Large Drink Holder Rotates & Removes for Easy Access
- Removable Infant Head Rest with Soft Micro Fleece Fabric Protects Newborn's Head
- Multi-Position Reclining Seat
- Canopy Blocks Sun
- Large Basket Accommodates All Baby's Gear
- Height Adjustable 5 Point Harness with Reflective Trim for Safety and Padded Sleeves for Comfort
- Fabric is Constructed of a Wind Resistant and Easy Wipe High Density Nylon Blend. Its Brushed Treatment Adds Softness While Still Being Durable

[\[+\]](#)Enlarge Image**Alternate Image****Available Patterns**

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**Retailers**

This product can be found at:

 <b>Ruby at:</b>	<b>Sears stores</b> <b>Sears.com</b>
 <b>Cosmic at:</b>	<b>Meijer stores</b> <b>Shopko stores</b> <b>Target.com</b> <b>Wal-Mart.com</b>





2007

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## Strollers

Mia Moda baby strollers and travel systems are designed for those who set trends rather than follow them. For them, fashion plays as much of an important part of their baby's life as it does in their own lives.

You'll never find them behind the curve.

We have a practical side as well. Mia Moda offers a wide variety of strollers with features ranging from sleek 21st century frame designs, ergonomic grips and height-adjusted handles to removable washable seat pads and all-wheel suspension.



Cielo



Energi



Terra



Libero



Spirito

R1

R1

R1

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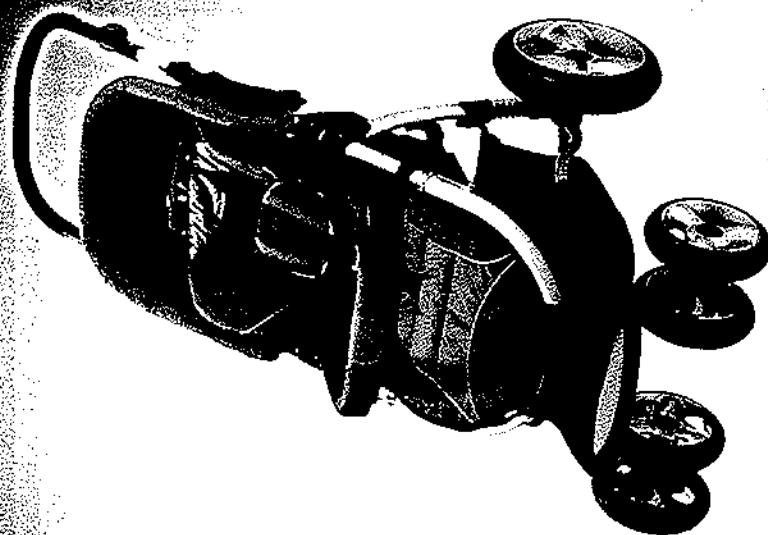


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**car seats and strollers**  
collection 2007

# OPAL

stroller



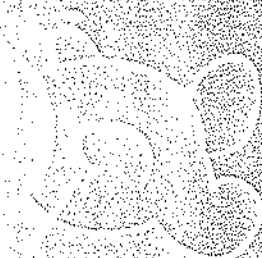
**Dimensions**  
Exceptionally small dimensions after folding allow the stroller to easily



**Pivoting bow**  
In front of the seat, the pivoting bow allows the stroller to



**Shock absorbers**  
The shock absorbers in the seat and frame allow the stroller to





Seat Saturn Blue  
03-00-18-4

Seat Saturn Orange  
03-03-22-4

Opal Olive  
03-01-19

Bassinet orange  
03-00-11-2

Bassinet blue  
03-00-05-3

Opal

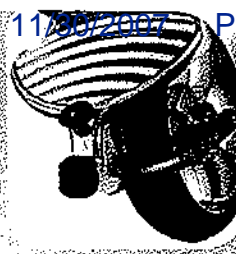
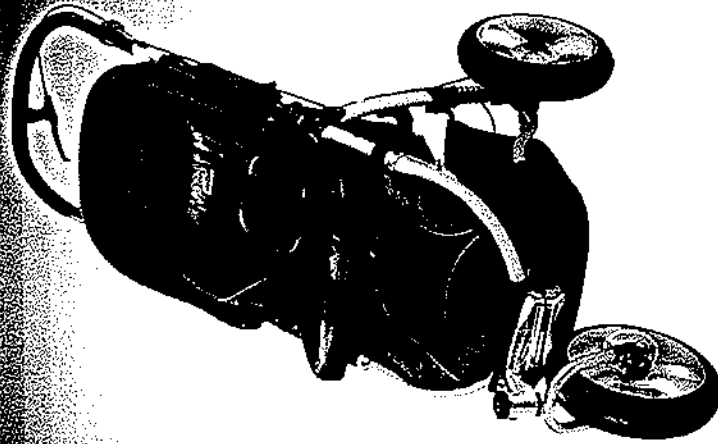
Thanks to its extremely light aluminum frame the Opal stroller weighs only 12.7 kg. It has an exceptionally wide seat, five-point harness, "one touch" system back brake, five-position backrest recline, multi-position handle, swivel front wheels, and double blockade of folding. Standard set includes leg and rain cover.

Stroller Opal is compatible with Ramatti's baby car seat Saturn - so called Travel System.



# OPAL SPORT

stroller



Swivel front wheels with the blockade option allow for easy maneuvering



Hand brake of rear wheels allow for fast and easy stop of the walk



Shock absorbers of rear wheels allow for fast and easy stop of the walk

